

## Talking Points for National Prevention Week 2017

**MAY 14–20, 2017**

- National Prevention Week is an annual health observance sponsored by the Substance Abuse and Mental Health Services Administration, also known by its acronym, SAMHSA (SAM-suh).
- The purpose of this observance is to educate people about increasing the prevention of substance use and promotion of mental health.
- Organizations and communities across the country plan activities each year to raise awareness about these important issues.
- The theme for this year, “Making Each Day Count,” conveys a sense of urgency around National Prevention Week specifically and prevention broadly, presenting an opportunity to include a strong and immediate call to action about doing something today to get involved.
- The 2017 theme “Making Each Day Count” also communicates the idea that prevention happens every day, and reminds us that the small, daily actions done by individuals, combined with the actions of families, communities, and coalitions, come together to make up the larger, bold movement of prevention.

You can get involved in National Prevention Week by:

- Planning an educational event in your community.
- Participating in the 2017 National Prevention Week Challenge – visit the [NPW Challenge web page](#) to learn more.
- Using social media to inform others about the observance.

For more information about National Prevention Week, visit  
<http://www.samhsa.gov/prevention-week>.